ABSTRACT OF THE DISCLOSURE

A video encoding apparatus comprising a feature amount computation section which divides an input video signal into a plurality of scenes each comprising at least one temporally-continuous frame, and compute a statistical feature amount for each scene, an encoding parameter generator section which generates an encoding parameter for each scene based on the statistical feature amount, a number-of-generated-bits prediction section which predicts the number of bits to be generated when the input video signal is encoded using the encoding parameter, an encoding parameter correcting section which corrects the encoding parameter based on a result of the prediction of the number of generated bits, an encoder section which encodes the input video signal using the corrected encoding parameter.